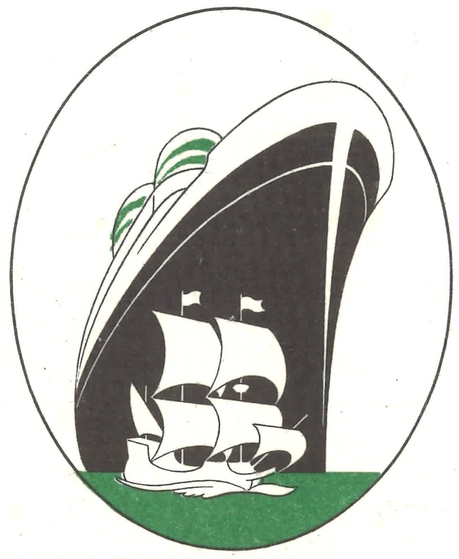
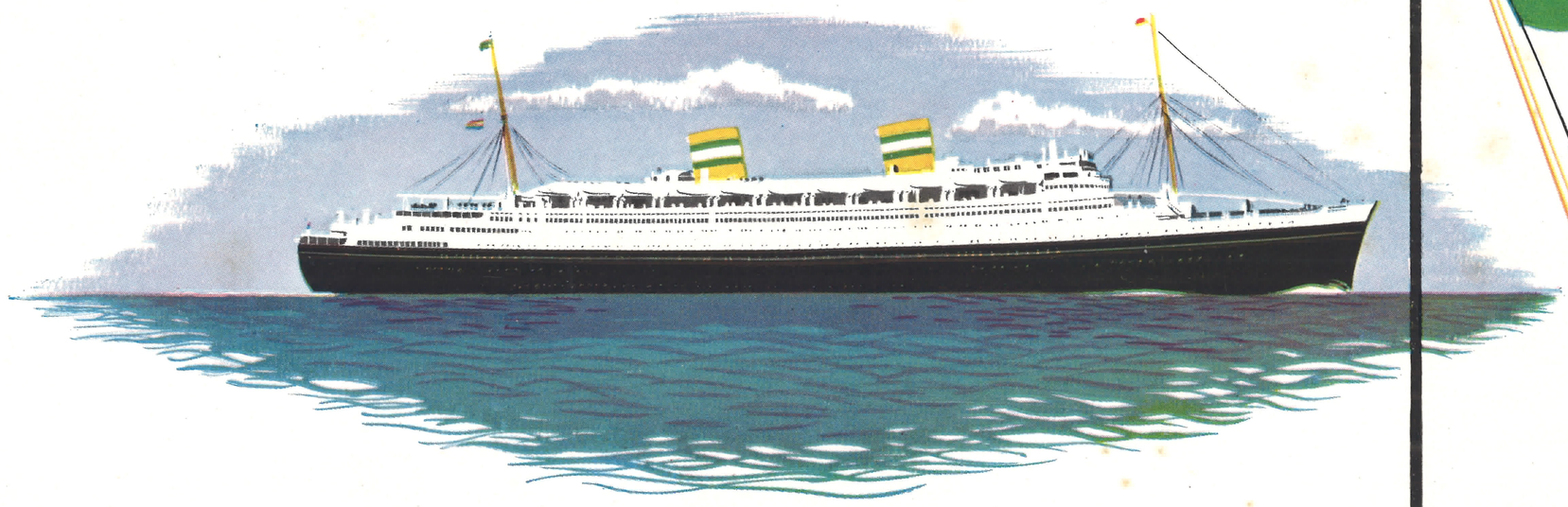
# S.S. NIEUW AMSTERDAM



*Holland-America Line*





# Proud Flagship of




a Famous Fleet

# Fine Seamanship

Salt water is in the very blood of the Hollander.

At home he fought back the sea for land to live upon.

Faring forth, he learned well the secrets of the tides. From Tasmania to the Hudson River, from remote islands in the vast Pacific to treacherous Cape Horn, the daring, determined man of The Netherlands has left his mark.

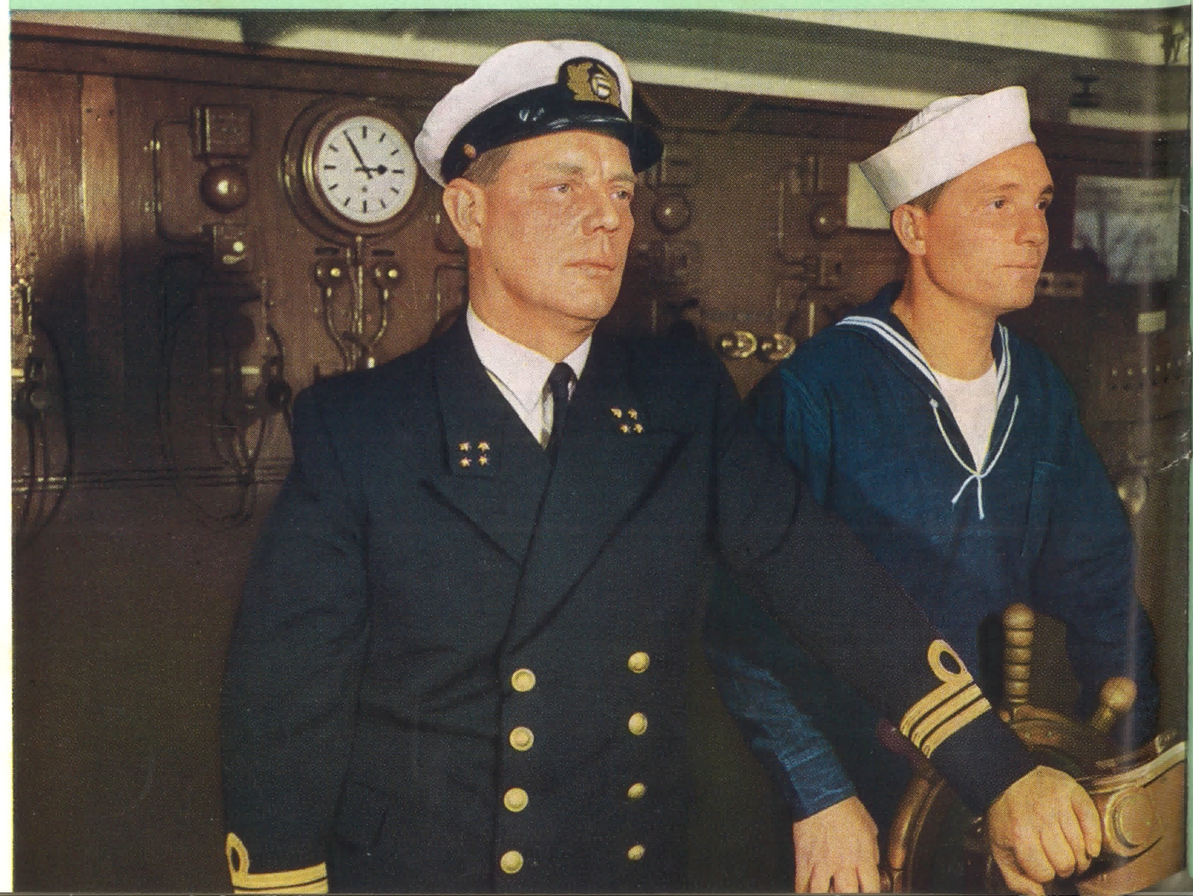
Ocean mastery is part of his centuries-old background.

★ ★ ★

The officers and crews of the Holland-America Line are heirs to this unique tradition.

Their innate competence provides the ever-present assurance of being on a well-run ship.





# One of the World's Great Luxury Liners...

Pride of a seafaring nation, the Holland-America Line's beautiful aristocrat is one of the largest, most luxurious and most modern vessels in the world. For you, today's exacting traveler, she offers an experience unmatched by any other.

In whatever class you elect to travel, you will find the same spaciousness, fine appointments, and flawless service combined to make her a "must" with knowing cosmopolites.

While the Nieuw Amsterdam has seen only a few years of actual peacetime service, about eight decades of expert seamanship are implicit in her seemingly effortless operation. Extensively refurnished, the vessel today is more beautiful than ever, each of her public rooms and cabins reflecting the efforts of The Netherlands' most advanced and talented architects and interior designers. As a result, great variety is achieved in decor . . . variety that is nevertheless unified by a characteristic feeling of airiness and light, of opulence and comfort that is always inviting yet never ostentatious.

Once you have traveled on the Nieuw Amsterdam, you will realize how well your every physical comfort has been taken into consideration. Your cabin—immaculately clean and luxuriously furnished—is, in itself, a practical guarantee of pleasant, restful travel. Equally important is the superlative "old-world" service rendered by the ship's huge staff of polite stewards and stewardesses . . . the *cordon-bleu* cuisine prepared by perfectionist chefs long famed for their ability to turn out sumptuous meals . . . the almost endless array of spacious public salons—many of them air conditioned—designed to encourage quiet seclusion, wholesome companionship, or unrestrained festivity, depending upon your mood.

The operating personnel, united in loyalty to the proud precepts of their company and their country, render you the ultimate in security and service, from the stalwart officers on the bridge to the skilled technicians below. Your comfort and peace of mind are their business from the very moment you step on board the ship.

Knowing these things, you relax in the bracing atmosphere of life at sea. There is nothing better . . . no finer tonic—and no substitute.

The Nieuw Amsterdam is a veritable city afloat. Numbered among her facilities are two motion picture theatres, two barber shops, two beauty parlors, and three dining salons—all of them completely air-conditioned. Recreation features in addition to the theatres include numerous lounges, writing rooms and bars, three Delft-tiled swimming pools, children's playroom, solaria, gymnasium, Turkish and medicinal baths, and a wide variety of open and enclosed decks. There are 14 elevators (seven for passenger use), four escalators, two completely equipped hospitals—one with its own operating room, a shopping gallery offering the finest in Netherlands and American merchandise, a "garage" for passengers' cars, and ten de-luxe kennels for their dogs. While at sea, the Nieuw Amsterdam's radio-telephone enables her passengers to reach their homes and offices in all parts of the world.

S . S . NIEUW AMSTERDAM

## *Principal Statistics*

| | |
|---|---|
| *Length overall* | *758 feet, 6⅜ inches* |
| *Beam, molded* | *88 feet* |
| *Height, keel to top of funnels* | *147 feet* |
| *Gross register tonnage* | *36,667* |
| *Propelling machinery* | *Twin-screw single reduction geared quadruple expansion turbines* |
| *Service speed* | *21½ knots, enabling the ship to cross from New York to Southampton in six days* |
| *Total passenger capacity* | *1,246* |
| *Total crew* | *700* |
| *Safety equipment* | *includes radar, loran, latest fire-detection apparatus, high-pressure sprinkler system* |
| *Builders* | *Rotterdam Drydock Company* |


NIEUW AMSTERDAM

# Exquisite Decor

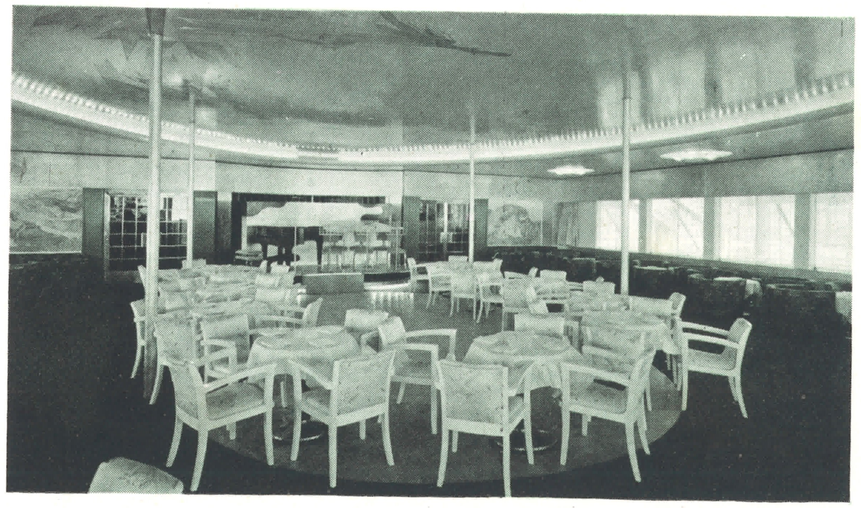
In boldness of concept and beauty of design, the ebony and bronze stairway shown at the left symbolizes the manner in which art and function have been blended in the Nieuw Amsterdam. Working hand-in-hand, Holland's leading designers, decorators and naval architects have produced interiors frankly keyed to their maritime setting and unusually beautiful.

Those with an eye for detail will quickly realize that the ship's public rooms are a repository for many fine examples of modern Dutch art and handicrafts. From the massive cast aluminum bas-relief suspended from the ceiling of the Grand Hall to the diminutive bronze mermaids which form the doorhandles to the Smoking Room bar, nothing has been overlooked to furnish the Nieuw Amsterdam with the very finest The Netherlands can produce.

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Evening gowns
courtesy Bonwit Teller

Breathtaking in size and beauty, the Grand Hall (above) boasts a dual personality. A restful lounge by day, it is equally effective as a brilliant setting for gala evening festivities . . . its colors selected to form a perfect foil for exquisitely gowned women and the immaculately groomed gentlemen who escort them.



Visit the Ritz-Carlton Cafe (at right) on the first night out, and chances are you'll make it your late-evening headquarters for the remainder of the trip. The many attractions of this gay room include a large oval dance floor, huge picture windows overlooking the sea, and an intimate bar. Only a step away is the romantic Upper Promenade Deck, open to the moon and stars.

Favorite rendez-vous of many Nieuw Amsterdam passengers is the handsome First Class Smoking Room with its rich Circassian walnut paneling and deep, luxurious armchairs and settees. Flanked by two enclosed sun verandahs extending to the sides of the ship, the Smoking Room has its own modern bar stocked with a connoisseur's choice of fine liquors.





Numerous elevators, conveniently located, are at your service throughout every class in the Nieuw Amsterdam, supplementing the many broad stairways which link the passenger decks. Tastefully decorated and lighted, they are of the latest automatic type, operated by courteous English-speaking attendants. Since passenger accommodations and facilities extend ten decks deep, you will find yourself using these elevators many times each day.

A fast game of ping-pong . . . leisurely putting practice . . . or an exciting round of shuffleboard — you'll discover deck sports of every variety and tempo on board the Nieuw Amsterdam. And the ship's broad, sheltered promenades (like the one shown below) permit you to enjoy them at all times. These sheltered decks make fine spots, too, for reading or dozing in the solid comfort of your own steamer chair.





It is difficult to believe that you are at sea when you enter this air-conditioned theatre seating three hundred and fifty passengers. Each of the deeply cushioned seats commands an unobstructed view of the stage, and the egg-shaped contour of the auditorium, the use of scientific sound-proofing materials and special modern amplifying equipment combine to assure perfect acoustics for concerts, dramatic performances, and pre-release motion pictures. In front of the theatre is a striking mural in red, black and gold by Reyer Stolk.

# Luxurious Staterooms

First Class accommodations on the Nieuw Amsterdam are unusually attractive, ranging in size from cozy singles to elaborate cabins-de-luxe. But no matter what type of cabin you occupy, you are assured of every convenience that makes for pleasant, restful travel. You'll appreciate the handsome, modern decorative schemes, the deep luxurious beds, the armchairs and extra floor space that make your cabin such a comfortable spot for daytime—as well as evening—relaxation. All First Class staterooms have private bath or shower, telephones, commodious dressers with illuminated make-up mirrors, and ultra-modern zephyr-louvre ventilation. And all of them, of course, are kept spotless by attentive stewards and stewardesses who pride themselves in maintaining Holland-America's high standards of cleanliness and service.







Clothes courtesy Bonwit Teller

As gracious and inviting as the living room of your own home is this colorful cabin-de-luxe on board the Nieuw Amsterdam. There are twelve such apartments, each distinctively different in color scheme and furnishings, and each consisting of bedroom, sitting room, bathroom and wardrobe-dressing room. Luxury appointments include private radios, electric wall clocks, telephones, deep restful couches, and many other details to add to your comfort and pleasure. All cabins-de-luxe offer ample room for entertaining friends.

MENU

**Hors-d'Oeuvre**

*Sélection of Hors-d'Oeuvre à la Parisienne – Iced Hearts of Table Celery*
*Assorted Croûtons – Alligator Pears with Vinaigrette Sauce*
*California Green and Ripe Olives – Smoked Salmon*

**Soups**

*Cream Marie Louise – Petite Marmite Henry IV – Cold Madrilène in Cup*

**Fish**

*Filet of Sole Véronique – Grilled Suprême of Salmon, Lobster Butter*

**Relevés**

*Roast Prime Rib of Beef Primeurs – Leg of Baby Lamb Provençale*

**Hot Entrée**

*Fried Dutch Steak, Garnished*

**Cold Entrées**

*Chaudfroid of Guinea Hen Alice – Mousse of Chicken livers with Madeira*

**Grill (15 minutes)**

*Grenadin of Veal Maître d'Hôtel – Filet Mignon – English Mutton Chop*

**Fresh Vegetables**

*Buttered Brussels Sprouts – Creamed Squash*
*Hearts of Palm, Choron Sauce*
*Steamed Carolina Rice – Macaroni or Spaghetti Genoise*
**Potatoes:** *French Fried, Mashed, Boiled, Baked Idaho*

**Roast**

*Roast Young Turkey, Cranberry Sauce – Roast Larded Pheasant à l'Anglaise*

**Salads and Compotes**

*Hearts of Iceberg Lettuce – Romaine Salad*
*French, American and Roquefort Dressing*
*Guava – Pineapple – Peaches – Pears – Greengages – Apricots – Mixed*

**Dessert**

*Richelieu Cake* • *Baked Alaska* • *Petits Fours – Friandises*

★

*Assorted Fresh Fruit*

# Continental Cuisine...

The crowning touch to any trip on the Nieuw Amsterdam is provided by the liner's superb cuisine. Each day's menus abound in choice delicacies from many parts of the world, skillfully prepared by chefs whose principal aim is to tempt and delight your palate. Each meal is a delectable adventure in good eating.









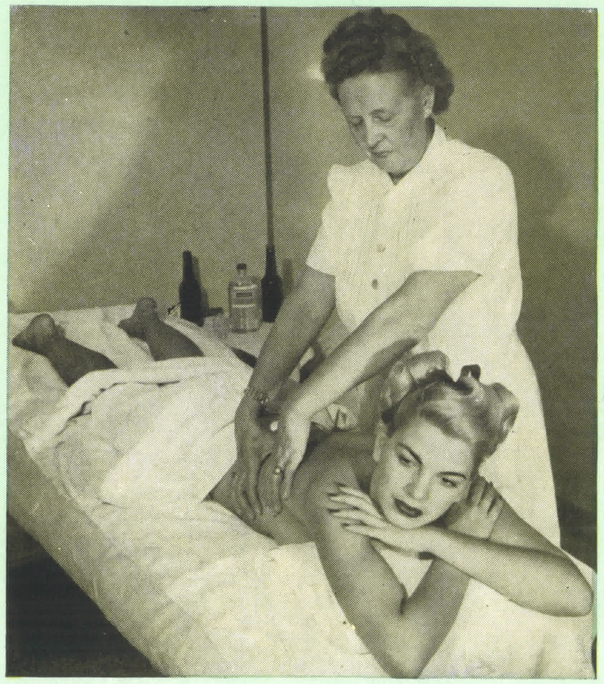
Too beautiful to eat... yet too tempting to resist . . . are the delicacies in these typical Nieuw Amsterdam buffets. The preparation of epicurean dishes by prize-wining Continental chefs approaches a fine art on the flagship of the Holland-AmericaLine.



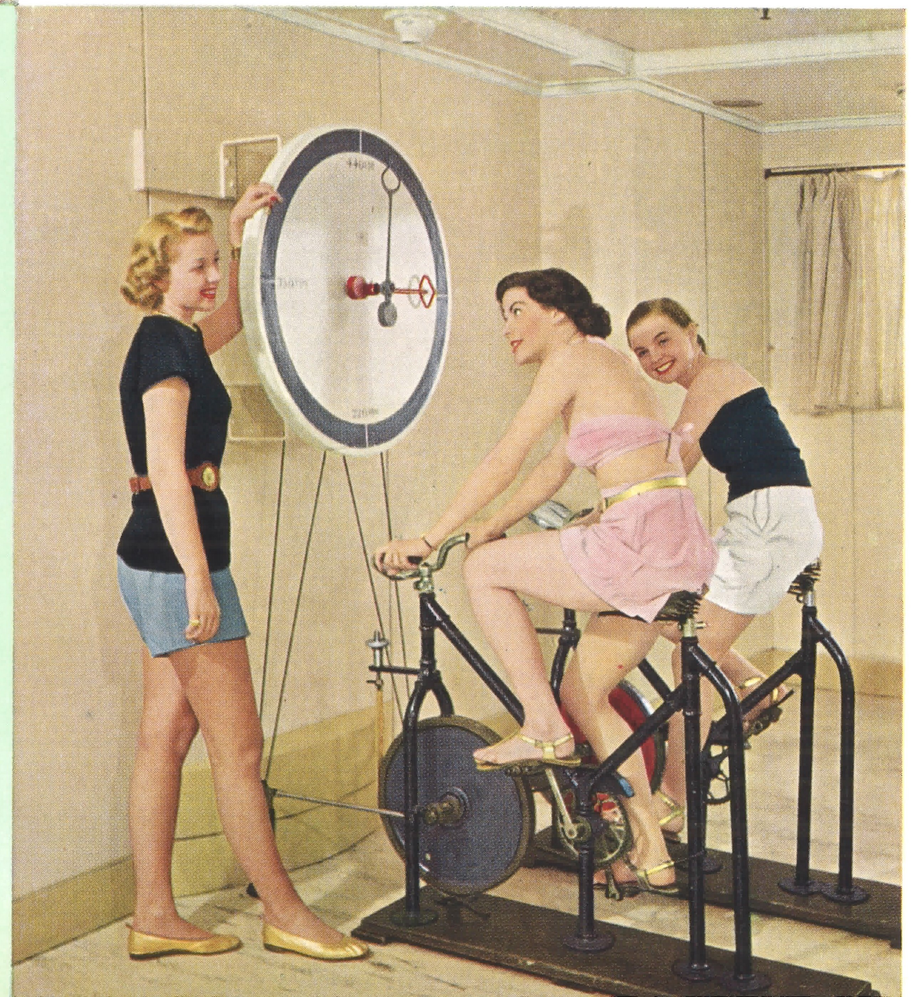
Every detail of the First Class Dining Salon is calculated to enhance your enjoyment of the lavish meals served aboard ship. The golden, padded ceiling, tinted mirrors and soft, diffused lighting lend an air of quiet distinction. On cruises, the doors which separate the First Class and Cabin Class Dining Salons are opened to form one of the most spacious dining rooms afloat. Nearly a city block in length, the huge room is air-conditioned and features a battery of escalators (the only ones installed in a passenger ship) to speed service to and from the gleaming kitchens located on the deck below.



Located on one of the highest decks of the ship, the Nieuw Amsterdam's twin solaria offer perfect spots for "toasting" in the brilliant ocean sunlight while enjoying restful vistas of the ever-changing sea far below. Adjoining is a modern gymnasium, complete with mechanical horses, rowing machines, stationary bicycles, and other devices for toning up neglected muscles. And after your workout, a private elevator will whisk you down for a plunge in the sparkling, white Delft-tiled pool or for a rejuvenating session in the Turkish or medicinal baths.



Excess pounds disappear and tense nerves are soon relaxed under the soothing and skillful ministrations of the Nieuw Amsterdam's expertly trained masseuse.



# Cabin Class

Judged on the basis of her Cabin Class accommodations alone, the Nieuw Amsterdam would still amply merit her reputation as one of the world's great luxury liners. Each year, thousands of travel-wise passengers choose "Cabin" because they know it offers at moderate cost every amenity for pleasant, comfortable trans-atlantic travel. Staterooms, for example, are unusually large, and well over half of them have private baths or showers. Public rooms, too, are exceptionally spacious . . . providing an unusually generous amount of recreation area in proportion to the numbers carried. On this and on the five following pages are shown some of the facilities available to Cabin Class passengers on the Nieuw Amsterdam.

You'll find plenty of space for dancing . . . plenty of comfortable chairs and tables for chatting at tea time in the cheerful Cabin Class Lounge (below). Not shown are two adjacent "sea-view" verandahs, flanking the lounge, which extend to the sides of the ship.





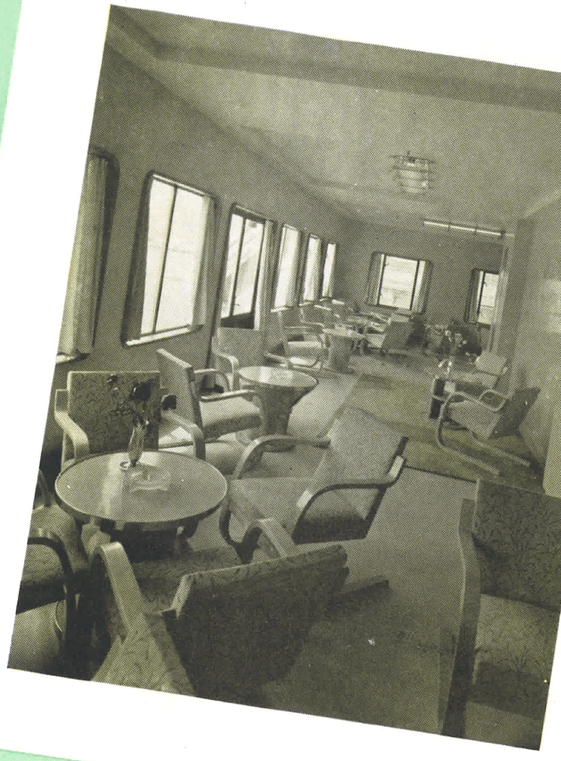


Smiling bellhop or trim, efficient stewardess . . . every member of the ship's staff is ready to serve you night or day with cheerfulness and courtesy. The spacious Cabin Class foyer (above right) with its decorative, aluminum zodiac wall plaques and the domed "Cabin" dining room (below) typify the light airy comfort so characteristic of accommodations in this class.



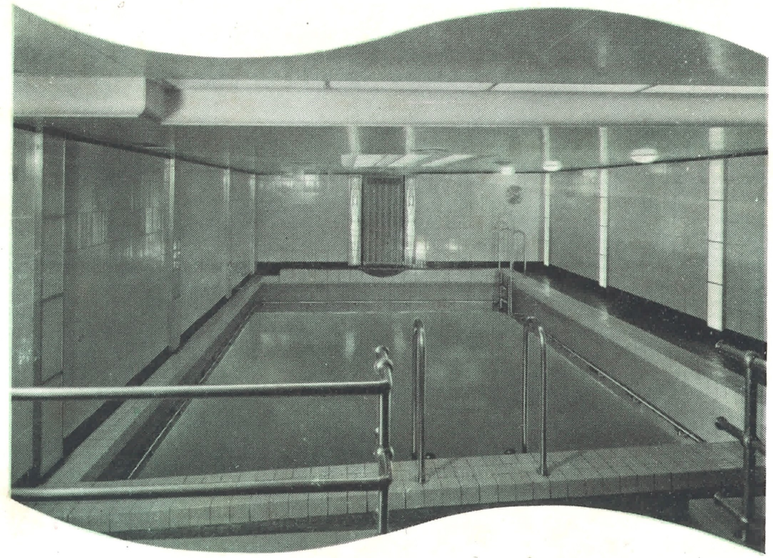


"Meet me at the Stuyvesant Cafe!" You'll hear this invitation repeated many times if you travel "Cabin" on the Nieuw Amsterdam. With its dance floor, well-equipped bar, and cheerful modern furnishings the Stuyvesant Cafe is, naturally, a popular center for enjoying the company of congenial shipboard companions.



As an added attraction, the Stuyvesant Cafe features this sunny adjoining verandah with picture windows overlooking the Cabin Class Sports Deck and, beyond it, the creamy wake of the ship streaming back toward the horizon.





This gleaming Delft-tiled pool—one of three on board the Nieuw Amsterdam—is reserved exclusively for Cabin and Tourist passengers and is available to each class at specified hours. Here you'll enjoy many an invigorating dip en route.

Attractive modern furnishings, pleasing color schemes, and plenty of living space characterize the comfortable Cabin Class staterooms. Well over half have private bath or shower. All have luxurious beds, each equipped with individual reading lamp, as well as spacious wardrobes and mirrored bureau-dressing tables.

Vast, uncluttered sports decks like the one shown at right provide Cabin Class passengers with ample room for exhilarating outdoor games or for soaking up brilliant ocean sunlight while lazing away the hours in comfortable deck chairs.



One of the most delightful spots on the entire ship is the exquisitely appointed Jungle Bar. Its dark walls, sophisticated decorations, and subdued lighting provide the intimate charm of your favorite rendez-vous at home. Here you will find the world's finest liquors served by a veteran bar steward. During cruises, when all passengers have the run of the ship, special glass doors are opened onto the breeze-swept sports deck, and the bar becomes a popular center for tea dancing, chatting, and refreshing drinks between dips in the nearby outdoor swimming pool.



Playclothes courtesy Bonwit Teller

If you book Cabin or Tourist Class on the Nieuw Amsterdam, you'll enjoy many a first-run film in this comfortable, air-conditioned motion picture theatre on the Promenade Deck. Installed since the war, this theatre seats 166 persons and is available to passengers of each class at specified hours. Oregon pine walls and dramatically colorful portieres form a distinctive decor.

Motion picture scene courtesy R.K.O. Radio



# Tourist Class

First Class passengers on transatlantic liners of fifty years ago would be amazed at the luxurious accommodations available to "Tourist" passengers on today's ultra-modern Nieuw Amsterdam. Although tariffs are modest in this class, no effort or expense has been spared to provide all of the ingredients for comfortable, pleasant sea travel. Public rooms are numerous, large, and handsomely decorated. Cabins, too, are unusually spacious, and feature the same quality fittings and fabrics used throughout the ship. And the service meets the standards for courtesy and attentiveness that you have come to expect when traveling on a Holland-America Line ship.



The air-conditioned comfort of the "Tourist" dining room will add extra zest to your enjoyment of the famed Holland-America Line cuisine. Menus offer a tempting array of the same fine food served in "First" and "Cabin."

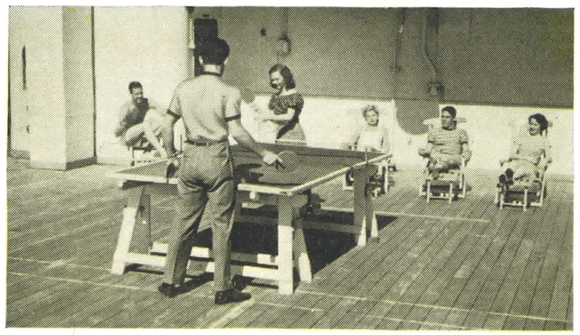




For a relaxing hour or two, select a good book from the well-stocked shelves and curl up in one of the comfortable chairs of the quiet Tourist Class Library. Well-lit desks lining the walls make pleasant work of writing letters and postcards to folks back home.

Cheerfully decorated in red, white and blue, the Tourist Class Lounge (above) makes striking use of the identical national colors of the United States and The Netherlands. Hand-woven fabrics of chairs and drapes and gay colored wood carvings add interest to this pleasant room. The restful Smoking Room (at right) features walls of watered teakwood with green leather upholstery and matching curtains. Nearby, the intimate "Tourist" bar serves the needs of thirsty passengers.





There's no shortage of deck space for sunning or fun in Tourist Class on the Nieuw Amsterdam. Ping-pong and shuffleboard are but two of the many outdoor sports available.

Bright, modern, and immaculately clean are the trim Tourist Class staterooms. All feature deep-sprung beds, draftless zephyr-louvre ventilation, illuminated shaving and make-up mirrors, individual reading lamps over beds, and numerous other refinements that spell both convenience and comfort in sea travel.

Bedjacket courtesy Bonwit Teller

The gay canary-yellow and buff decor of the Nieuw Amsterdam's Tourist Class bar is designed to give spirits a lift . . . even without benefit of alcohol. But there's no denying that the fine liquors and smooth mixed drinks served by the veteran bar steward exert an added attraction! You'll enjoy meeting your friends here for a before-dinner cocktail or late-evening nightcap . . . and the modest, tax-free prices will amaze you.



*Holland-America Line*



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*Color Photography by Hiller (Underwood & Underwood), Blackthorn*

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